

Health Communication Science Digest

Office of the Associate Director for Communication

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To enhance awareness of emerging health communication and marketing scientific knowledge, the Office of Communication Science in the Office of the Associate Director for Communication at the Centers for Disease Control and Prevention frequently undertakes an extensive scan of the expert literature. Recent publications with particular relevance for the public health communication community are detailed here.

Abstracts and PDF copies of most articles are available through the DOI hyperlink included with each citation. In some cases, however, the DOI hyperlink will not work or the publisher charges for the article. The help of your local library staff may be required in such circumstances to secure access to some publications.

Please share your comments or questions with us. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Asbeek Brusse, E. D., Fransen, M. L., & Smit, E. G. (2015). Educational storylines in entertainment television: Audience reactions toward persuasive strategies in medical dramas. *Journal of Health Communication*, 20(4), 396-405. doi: [10.1080/10810730.2014.965365](https://doi.org/10.1080/10810730.2014.965365)
- ❖ Colliander, J., Dahmén, M., & Modig, E. (2015). Twitter for two: Investigating the effects of dialogue with customers in social media. *International Journal of Advertising*, 34(2), 181-194. doi: [10.1080/02650487.2014.996197](https://doi.org/10.1080/02650487.2014.996197)
- ❖ Diez-Canseco, F., Boeren, Y., Quispe, R., Chiang, M. I., & Miranda, J. J. (2015). Engagement of adolescents in a health communications program to prevent noncommunicable diseases: Multiplicadores Jóvenes, Lima, Peru, 2011. *Preventing Chronic Disease*, 12, E28. doi: [10.5888/pcd12.140416](https://doi.org/10.5888/pcd12.140416)
- ❖ Duren-Winfield, V., Onsomu, E. O., Case, D. L., Pignone, M., & Miller, D. (2015). Health literacy and computer-assisted instruction: Usability and patient preference. *Journal of Health Communication*, 20(4), 491-498. doi: [10.1080/10810730.2014.976322](https://doi.org/10.1080/10810730.2014.976322)
- ❖ Hall, A. K., Bernhardt, J. M., Dodd, V., & Vollrath, M. W. (2015). The digital health divide: Evaluating online health information access and use among older adults. *Health Education & Behavior*, 42(2), 202-209. doi: [10.1177/1090198114547815](https://doi.org/10.1177/1090198114547815)
- ❖ Hill, R., Betts, L. R., & Gardner, S. E. (2015). Older adults' experiences and perceptions of digital technology: (Dis)empowerment, wellbeing, and inclusion. *Computers in Human Behavior*, 48(0), 415-423. doi: [10.1016/j.chb.2015.01.062](https://doi.org/10.1016/j.chb.2015.01.062)



- ❖ Kammerer, Y., Amann, D. G., & Gerjets, P. (2015). When adults without university education search the Internet for health information: The roles of Internet-specific epistemic beliefs and a source evaluation intervention. *Computers in Human Behavior*, 48(0), 297-309. doi: [10.1016/j.chb.2015.01.045](https://doi.org/10.1016/j.chb.2015.01.045)
- ❖ Kim, H. K., Kim, S., & Niederdeppe, J. (2015). Scientific uncertainty as a moderator of the relationship between descriptive norm and intentions to engage in cancer risk-reducing behaviors. *Journal of Health Communication*, 20(4), 387-395. doi: [10.1080/10810730.2014.977465](https://doi.org/10.1080/10810730.2014.977465)
- ❖ King, A. J. (2015). A content analysis of visual cancer information: Prevalence and use of photographs and illustrations in printed health materials. *Health Communication*, 30(7), 722-731. doi: [10.1080/10410236.2013.878778](https://doi.org/10.1080/10410236.2013.878778)
- ❖ Knowlden, A. P., Sharma, M., Cottrell, R. R., Wilson, B. R. A., & Johnson, M. L. (2015). Impact evaluation of Enabling Mothers to Prevent Pediatric Obesity Through Web-Based Education and Reciprocal Determinism (EMPOWER) randomized control trial. *Health Education & Behavior*, 42(2), 171-184. doi: [10.1177/1090198114547816](https://doi.org/10.1177/1090198114547816)
- ❖ Lim, J. S., Ri, S. Y., Egan, B. D., & Biocca, F. A. (2015). The cross-platform synergies of digital video advertising: Implications for cross-media campaigns in television, internet and mobile TV. *Computers in Human Behavior*, 48(0), 463-472. doi: [10.1016/j.chb.2015.02.001](https://doi.org/10.1016/j.chb.2015.02.001)
- ❖ Long, M. W., Tobias, D. K., Cradock, A. L., Batchelder, H., & Gortmaker, S. L. (2015). Systematic review and meta-analysis of the impact of restaurant menu calorie labeling. *American Journal of Public Health*, 105(5), e11-e24. doi: [10.2105/AJPH.2015.302570](https://doi.org/10.2105/AJPH.2015.302570)
- ❖ Matsaganis, M. D., & Wilkin, H. A. (2015). Communicative social capital and collective efficacy as determinants of access to health-enhancing resources in residential communities. *Journal of Health Communication*, 20(4), 377-386. doi: [10.1080/10810730.2014.927037](https://doi.org/10.1080/10810730.2014.927037)
- ❖ Meppelink, C. S., & Bol, N. (2015). Exploring the role of health literacy on attention to and recall of text-illustrated health information: An eye-tracking study. *Computers in Human Behavior*, 48(0), 87-93. doi: [10.1016/j.chb.2015.01.027](https://doi.org/10.1016/j.chb.2015.01.027)
- ❖ Nan, X., & Daily, K. (2015). Biased assimilation and need for closure: Examining the effects of mixed blogs on vaccine-related beliefs. *Journal of Health Communication*, 20(4), 462-471. doi: [10.1080/10810730.2014.989343](https://doi.org/10.1080/10810730.2014.989343)
- ❖ Nelson, M. R., Zhu, X., Li, Y., Fiese, B., & Koester, B. (2015). Get real: How current behavior influences perceptions of realism and behavioral intent for public service announcements. *Health Communication*, 30(7), 669-679. doi: [10.1080/10410236.2014.894425](https://doi.org/10.1080/10410236.2014.894425)
- ❖ Nouri, S. S., & Rudd, R. E. (2015). Health literacy in the “oral exchange”: An important element of patient-provider communication. *Patient Education and Counseling*, 98(5), 565-571. doi: [10.1016/j.pec.2014.12.002](https://doi.org/10.1016/j.pec.2014.12.002)
- ❖ Oh, J., & Sundar, S. S. (2015). How does interactivity persuade? An experimental test of interactivity on cognitive absorption, elaboration, and attitudes. *Journal of Communication*, 65(2), 213-236. doi: [10.1111/jcom.12147](https://doi.org/10.1111/jcom.12147)



- ❖ Schwinn, T. M., Thom, B., Schinke, S. P., & Hopkins, J. (2015). Preventing drug use among sexual-minority youths: Findings from a tailored, web-based intervention. *Journal of Adolescent Health*, 56(5), 571-573. doi: [10.1016/j.jadohealth.2014.12.015](https://doi.org/10.1016/j.jadohealth.2014.12.015)
- ❖ Willoughby, J. F., & Furberg, R. (2015). Underdeveloped or underreported? Coverage of pretesting practices and recommendations for design of text message-based health behavior change interventions. *Journal of Health Communication*, 20(4), 472-478. doi: [10.1080/10810730.2014.977468](https://doi.org/10.1080/10810730.2014.977468)
- ❖ Yamashita, T., & Kunkel, S. R. (2015). An international comparison of the association among literacy education, and health across the United States, Canada, Switzerland, Italy, Norway, and Bermuda: Implications for health disparities. *Journal of Health Communication*, 20(4), 406-415. doi: [10.1080/10810730.2014.977469](https://doi.org/10.1080/10810730.2014.977469)

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